

Accessibility of Strategic Alliance Initiatives

Goal: To make the tools and outcomes of Strategic Alliance Initiatives more accessible to members of both PPQ and the NPB.

Steps:

- 1) Identify past Strategic Alliance Initiatives and tools developed within those initiatives.
- 2) Update tools as needed.
- 3) Determine if the tools can be publicly available on the NPB website, or if they require password-protection.
- 4) Re-organize the NPB website to better identify and increase accessibility of Strategic Alliance initiatives and tools.
- 5) Train the membership NPB and PPQ on navigating the NPB website and utilizing the developed tools.
- 6) Incorporate a process to update the NPB and PPQ membership about the Strategic Alliance and developed tools.

Outcome:

Most Strategic Alliance initiatives and developed tools are available on the public-facing side of the NPB website. They are located under the Resources tab: [Strategic Alliance - National Plant Board](#). The tagline “Stronger Together” highlights the focus of all SASIs. Each initiative was renamed with a focus on the outcome, such as the federal budget process, or enhancing communication and training. Each SASI page also describes the reason for or goal of the SASI, as well as any developed tools/resources. When a tool is not publicly available, it is referenced on the SASI page, but requires knowledge of the NPB password to access it.

A survey tool was used to test SPROs on their awareness of and findability of SASIs on the NPB website. The SPRO audience was re-surveyed following the website reorganization and training at the 2023 NPB Annual Meeting in Little Rock, AR. There was a marked improvement in the ability of SPROs to identify previous SASIs as well as find developed tools on the website. Training started and is ongoing for SPHDs as well as SPROs.

Next Steps:

- As SASIs are completed, a white paper describing the SASI, and any developed tools should be included on the NPB website.
- Tools on the website should be updated as needed.
- Both organizations benefit from periodic refresher trainings about the Strategic Alliance and initiatives.
- NPB and PPQ are responsible for sharing the NPB Strategic Alliance public-facing site with new SPROs and SPHDs.